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COLIN BRETT

PlayerStat Data



Colin Brett and his then partner left full-time jobs at the start of the recession in 2009 to see the world. And they certainly did that.

They first spent a year in Toronto (where Colin worked for Virgin Mobile and met Richard Branson), six months in Malaysia (“excellent experience and toughened me up greatly”), a year in Auckland (at Toyota Finance) before moving to London for three and a half years.

But the couple, who married in 2016 and had their first child, Cathal, days before the first lockdown in March, always knew they would return home and did just that in the summer of 2017..

“It was a difficult decision to uproot from London, but one that was going to have to be made at some point,” says Colin. It was in London that Colin became a football analyst for Football Radar and this set him on route to set up his business, Suir Analysis, in 2018 (rebranded in July '20 as PlayerStat Data), based in Waterford.

“We analyse every League of Ireland (LOI) game [Premier & 1st Division], collecting data on over 70 individual player performance metrics in each game. This data is then targeted at the elite player, looking to drive performance improvements through their own bespoke performance data, Talent/Client ID ops. at

professional clubs and at soccer agencies with an interest in the LOI market, and third parties in need of bespoke performance data (media broadcasters, football associations etc.).

“Our USP centres around the flexible approach to our clients’ data – each client getting what they want from their data, not what we think they want. Clients contact us and tell us what they want to see from their data outputs on a game-by-game basis, and we give them exactly what they want. With a company-wide focus to providing accurate and intelligent data insights, our data output will drive the sporting/business outcomes of our clients.”

Colin had previous experience of the mechanics of setting up a company, so found his biggest issue was getting advice on how to progress the business – especially as it was in a very specific and unique area.

“Back for Business has been a lifesaver. I was desperately looking for advice, assistance and support but was unable to find any. I am now aware of many supports available to me (through various State bodies), what is expected with regards to taxation and received very helpful legal advice on key elements of my business.”

Colin said the programme introduced him to wider networks, and his round-table

group made him feel as though he wasn’t working alone anymore.

“I see them as my pals at this stage and they have been a huge support in getting my business to this stage. Being away from home for so long, you lose touch with what starting a business here involves and what help you can get. Back for Business brought all this information to us.”

Colin completed Phases 1 & 2 of New Frontiers at WIT and is now based at WIT Arena, as part of the Arena’s plans for a Sports-Tech Innovation Hub. PlayerStat Data also made it to the 2020 regional final of the competitive InterTrade Ireland Seedcorn Investor Readiness Competition.

In 2021, Colin plans to establish a foothold in the Irish and UK player markets, along with launching a data collection model driven by AI – automating up to 90% of performance data collection from video footage. In the medium term, PlayerStat Data plans to be the industry standard for soccer player performance data in Ireland and offer a platform for graduates to get a start in this competitive and growing industry. “Soccer has been a big part of my life since I was a young boy and it’s important to be involved in sport from a young age. I also feel that is important to create a learning environment that can offer students & fresh graduates a start on the career ladder” adds Colin.

POSITION

Founding Director / CEO

WHAT WE DO

We provide market-leading League of Ireland player performance data for football clubs, media companies and football intermediaries.

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